



# STUDY OF CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING

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## ABSTRACT

Customer attraction and satisfaction are both heavily influenced by online buying. In today's technology environment, most businesses employ online purchasing to please clients while also recruiting new ones. The impact of internet shopping on improving customer satisfaction in retail enterprises is the subject of this study report. The purpose of this study was to determine the influence of online purchasing on the retail industry. Aside from this goal, the study paper also includes some additional objectives, such as determining client satisfaction with retail company items and services. The study also sought to determine the influence of internet purchasing on improving customer satisfaction in retail businesses. The researcher conducted the study using positivist principle, descriptive design, deductive research strategy, and primary data gathering method. According to the findings of the study, internet shopping assists firms in increasing their commercial opportunities as well as increasing consumer happiness in the workplace. The study also revealed that online shopping has a variety of consequences on an organization's company, and based on the findings, it can be concluded that online shopping helps an organisation build its business, resulting in more financial benefits in the long run.

**KEYWORDS:** Online Shopping, Customer Satisfaction, Services, Retail Companies, Financial Benefit.

## INTRODUCTION:

In India, e-commerce has changed the way people do business. From US\$ 46.2 billion in 2020, the Indian e-commerce sector is predicted to expand to US\$ 188 billion by 2025. It is estimated to reach US\$ 350 billion by 2030. The Indian e-commerce sector is expected to grow by 21.5 percent to US\$ 74.8 billion by 2022.

By 2024, India's e-commerce business is predicted to be worth US\$ 111 billion, and by 2026, it will be worth US\$ 200 billion. A surge in internet and smartphone usage has sparked most of the industry's growth. Because of the 'Digital India' campaign, the number of internet connections expanded dramatically to 830 million in 2021. In metropolitan areas, 55 percent of internet connections were made, with 97 percent of those connections being wireless.

## Market Size:

The Indian online grocery industry is expected to grow at a CAGR of 33% from US\$ 3.95 billion in FY21 to US\$ 26.93 billion in 2027. India's consumer digital economy is predicted to reach US\$ 1 trillion by 2030, up from US\$ 537.5 billion in 2020, thanks to the country's rapid adoption of online services such as e-commerce and edtech.

By 2025, e-commerce in India is anticipated to be worth US\$ 188 billion, according to Grant Thornton. India became the eighth-largest e-commerce market in 2020, following France but ahead of Canada, with a turnover of \$50 billion.

The Indian E-commerce market is predicted to rise to US\$ 200 billion by 2026, from US\$ 38.5 billion in 2017, thanks to rising smartphone penetration, the rollout of 4G networks, and rising consumer wealth.

India, behind China and the United States, has the third-largest online shopping base in 2020, with 140 million people. Even before the country's next-generation mobile internet technology is rolled out, Indian consumers are increasingly buying 5G handsets. In 2021, smartphone shipments hit 169 million, with 5G shipments increasing by 555 percent year over year. Even before the country's next-generation mobile internet technology is rolled out, Indian consumers are increasingly buying 5G handsets. Smartphone shipments surpassed 150 million units in 2020, with 5G smartphone shipments surpassing 4 million, thanks to strong customer demand following the lockdown. According to a survey released by IMAI and Kantar Research, India's internet users are predicted to reach 900 million by 2025, up from 622 million in 2020, with a CAGR of 45 percent between 2020 and 2025. Indian e-commerce platforms achieved sales worth US\$ 9.2 billion Gross Merchandise Value (GMV) for the festive season of 2021, up 23 percent from last year's US\$ 7.4 billion.

## Road Ahead:

The e-commerce industry has had a direct impact on India's micro, small, and medium companies (MSME) by providing funding, technology, and training, as well as having a positive cascade effect on adjacent industries. The Indian e-commerce business has been on an increasing track, and by 2034, it is predicted to surpass the United States to become the world's second largest e-commerce market. Digital payments, hyper-local logistics, analytics-driven customer

engagement, and digital marketing are examples of technology-enabled developments that will likely boost the sector's growth. In the long run, the rise of the e-commerce sector will boost employment, raise export earnings, increase tax collection by exchequers, and give better products and services to customers. By 2022, smartphone usage is predicted to increase by 84 percent, to 859 million.

The e-retail market is predicted to keep growing at a rapid pace, with a CAGR of more than 35% expected to reach Rs. 1.8 trillion (US\$ 25.75 billion) in FY20. The Indian e-retail business is expected to grow to 300-350 million shoppers in the next five years, bringing the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025. According to a report by Bain & Company, India's social commerce gross merchandise value (GMV) in 2020 will be US\$ 2 billion. Due to growing mobile usage, it is estimated to reach US\$ 20 billion by 2025, with a possibly massive climb to US\$ 70 billion by 2030.

## LITERATURE REVIEW:

Consumers all throughout the world are increasingly turning from crowded storefronts to one-click internet buying, according to Vijay, Sai. T., and Balaji, M. S. (2009). Despite the ease, online buying is not the most popular mode of shopping in India.

Sanjeev Kumar and Savita Maan are a couple (2013) The research sheds light on customers' online shopping habits and preferences. Furthermore, the article identifies the challenges that buyers experience when attempting to make the internet their primary buying medium. To explore the notion of online shopping, the current study is a descriptive study based on a careful evaluation of previous relevant studies connected to the various concepts of online shopping. Consumers benefit more from online buying, according to the findings. Privacy and security concerns are commonly cited as reasons to avoid online shopping.

K. Vaitheeswaran (2013) investigated the ease of shopping online. The retailer's post-sale responsibility has decreased dramatically as products have become more standardised, specifications have become more fixed, and the idea of service has become undermined. As a result, people visit retailers to personally inspect the product, but they may do so online for a lower price. Due to their lack of a warehouse, e-commerce companies can offer substantial discounts.

While MingyaoHu, Elliot Rabinovich, and HanpingHou (2014) focused on online customer pre-purchase perceptions, this study focuses on online customer pre-purchase perceptions. Trustworthy online retailers convey signals to distinguish themselves from retailers who are untrustworthy in the opinion of clients in an online market. Untrustworthy online retailers, on the other hand, can imitate the behaviour of trustworthy online retailers by sending identical signals without providing the services indicated by the signals.

R. Swarna, Deva Kumari, Dr. D. Sudhakar (2016) A study of customer satisfaction with internet purchasing in the Chittoor district. Customers' satisfaction ratings with the chosen products were investigated in this study. According to the findings, the majority of respondents prefer to buy things on the Flipkart website, followed by Amazon, and they are extremely satisfied with product delivery on time.

**RESEARCH OBJECTIVE:**

1. To study the perception of consumers towards online shopping
2. To study the concept of online shopping.

**Sample Size:**

The specimen size is 100 customer.

**DATA ANALYSIS:**

Variable	Frequency	%
<b>Age</b>		
Below 18 Years	5	5%
18 - 25 Years	30	30%
26 - 35 Years	25	25%
36 - 45 Years	25	25%
46 and above	15	15%
Total	100	100%
<b>Gender</b>		
Male	65	65%
Female	35	35%
Total	100	100%
<b>Marital Status</b>		
Married	50	50%
Unmarried	25	25%
Divorcee	10	10%
Live in relation	15	15%
Total	100	100%
<b>Education</b>		
Matriculation	10	10%
Graduate	50	50%
Postgraduate	35	35%
Professional	5	5%
Total	100	100%
<b>Monthly Income</b>		
Below 30000 Rs	5	5%
30001 to 45000 Rs	20	20%
45001 to 60000 Rs	35	35%
Above 60000 Rs	40	40%
Total	100	100%
<b>Occupation</b>		
Study	5	5%
Government Job	10	10%
Private Job	20	20%
Trading	15	15%
Manufacturer	20	20%
Home maker	10	10%
Freelancer	20	20%
Total	100	100%
<b>Family Type</b>		
Joint	5	5%
Nuclear	95	95%
Total	100	100%

**Interpretation:**

According to the data analysis, 15% of the respondents are between the ages of 18 and 25, 30% are between the ages of 26 and 35, 35% are between the ages of 36 and 45, and 20% of the respondents are over the age of 46. Male respondents make up 36% of the total, while female respondents make up 35%. 50 percent are married, 25% are single, 10% are divorced, and 15% are in a live-in relationship. Non-graduates make up 10% of the responses, graduates make up 50%, post-graduates make up 35%, and doctorates make up 5% of the respondents. 5 percent of respondents have a monthly income of less than 30000 rupees, 20% have a monthly income of 30001 to 45000 rupees, 35% have a monthly income of 45001 to 60000 rupees, and 40% have a monthly income of more than 60000 rupees. 5 percent of the respondents are students, 10% of the respondents are housewives, 20% of the respondents work for the government, 25% of the respondents run their own business, 20% of the respondents work for a private corporation, and 20% of the respondents are freelancers. 5 percent of the respondents live in a joint family, while 95% live in a nuclear family.

**1. Relation between Age and Satisfaction level:**

Satisfaction Level * Age Cross Tabulation						
Count						
Satisfaction Level		Age				
		Below 18 Years	18 - 25 Years	26 - 35 Years	36 - 45 Years	46 and above
	Highly Satisfied	5	15	0	0	0
	Satisfied	0	15	25	0	0
	Neutral	0	0	0	20	0
	Dissatisfied	0	0	0	5	10
	Highly Dissatisfied	0	0	0	0	5
Total		5	30	25	25	15

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	208.194 <sup>a</sup>	16	.000
Likelihood Ratio	203.225	16	.000
Linear-by-Linear Association	83.592	1	.000
N of Valid Cases	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Age and Satisfaction level.

**2. Relation between Gender and Satisfaction level:**

Satisfaction Level * Gender Cross Tabulation				
Count				
Satisfaction Level		Gender		Total
		Male	Female	
	Highly Satisfied	20	0	20
	Satisfied	40	0	40
	Neutral	5	15	20
	Dissatisfied	0	15	15
	Highly Dissatisfied	0	5	5
Total		65	35	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	83.516 <sup>a</sup>	4	.000
Likelihood Ratio	106.996	4	.000
Linear-by-Linear Association	68.303	1	.000
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.75.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Gender and Satisfaction level.

**3. Relation between Marital Status and Satisfaction level:**

Satisfaction Level * Marital Status Cross Tabulation					
Count					
Satisfaction Level		Marital Status			
		Married	Unmarried	Divorcee	Live in relation
	Highly Satisfied	20	0	0	0
	Satisfied	30	10	0	0
	Neutral	0	15	5	0
	Dissatisfied	0	0	5	10
	Highly Dissatisfied	0	0	0	5
Total		50	25	10	15

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	146.944 <sup>a</sup>	12	.000
Likelihood Ratio	155.019	12	.000
Linear-by-Linear Association	79.961	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .50.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Marital Status and Satisfaction level.

#### 4. Relation between Education and Satisfaction level:

Satisfaction Level * Education Cross Tabulation						
Count						
Satisfaction Level		Education				Total
		Matriculation	Graduate	Postgraduate	Professional	
Satisfaction Level	Highly Satisfied	10	10	0	0	20
	Satisfied	0	40	0	0	40
	Neutral	0	0	20	0	20
	Dissatisfied	0	0	15	0	15
	Highly Dissatisfied	0	0	0	5	5
Total		10	50	35	5	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	240.000 <sup>a</sup>	12	.000
Likelihood Ratio	191.085	12	.000
Linear-by-Linear Association	82.940	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Education and Satisfaction level.

#### 5. Relation between Income and Satisfaction level:

Satisfaction Level * Income Cross Tabulation						
Count						
Satisfaction Level		Income				Total
		Below 30000 Rs	30001 to 45000 Rs	45001 to 60000 Rs	Above 60000 Rs	
Satisfaction Level	Highly Satisfied	5	15	0	0	20
	Satisfied	0	5	35	0	40
	Neutral	0	0	0	20	20
	Dissatisfied	0	0	0	15	15
	Highly Dissatisfied	0	0	0	5	5
Total		5	20	35	40	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.875 <sup>a</sup>	12	.000
Likelihood Ratio	188.491	12	.000
Linear-by-Linear Association	73.434	1	.000
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Income and Satisfaction level.

#### CONCLUSION:

With the increased use of the World Wide Web, also known as www, online shopping is growing more popular by the day. Understanding the needs of customers for online selling has become a difficult task for marketers. Understanding the attitudes of customers toward online buying, improving the variables that drive consumers to shop online, and working on factors that influence consumers to shop online can help marketers achieve a competitive advantage over their competitors. Finally, having access to online buying has had a significant impact on our society as a whole. This application of technology has opened up new avenues and possibilities, allowing for a more convenient existence today. Based on the hypothesis testing, it was determined that there is a relationship between age and satisfaction level, that there is a relationship between gender and satisfaction level, that there is a relationship between marital status and satisfaction level, that there is a relationship between education and satisfaction level, and that there is a relationship between income and satisfaction level.

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